

October 25, 2013

**REVISED**

To: Executive Board

Subject: **Contract Amendment – Website Development**

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Approve an amendment to the Pulsar Advertising General Marketing Contract (No. 12-038) in the amount of \$82,858 for the technical construction of the website redesign of foothilltransit.org to include the backend programming required to execute a mobile first user interface, customized content management, and design execution.

### **Background**

Foothill Transit's website was originally launched in 2001 and underwent major redesigns in 2004 and 2009 to include new communications and graphics technologies and to reorganize the website's navigation to more closely align with user patterns. The industry standard for website redesign is approximately every two to four years. In addition, it is highly recommended that agencies redesign when rebranding initiatives are launched, when design trends have changed significantly, when content outgrows the current structure, and when pivotal new functionalities or technologies become available. Foothill Transit's website has reached all of these milestones in FY 2014 and was added to the agency's major initiatives in the FY 2014 Business Plan and Budget.

The Executive Board approved an amendment to the Pulsar Advertising General Marketing Contract for \$97,637 at the August 2013 board meeting to execute the complete redesign of foothilltransit.org. That scope includes the redesign and management of:

- Foothill Transit mobile apps (both IOS & Android)
- New blogging tool
- Detailed wireframe
- Improved Content Management System (CMS) integration
- Mobile friendly website
- Multilingual capabilities
- Revamped search engine optimization to ensure quality indexing among the major search engines
- Social marketing, news aggregator, and bookmarking site integration
- RSS feed integration for electronic alerts and social media
- Real-time arrival (NextBus) integration with trip planning tools
- Customer-centric navigation redesign (i.e. chat/web support, data collection to contact riders with preferred communication methods.
- Improved analytics reporting to gauge customer usage habits and employ inbound marketing technologies

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Initial analysis of website traffic over the past year has revealed that over 70% of the visitors to foothilltransit.org are arriving via mobile devices. This number was 40% at the start of 2012 and 20% at the end of 2011. This exponential growth in mobile use online is seen across the board in multiple industries and has spawned a website design paradigm called Responsive Design. Responsive Design allows a website to readjust content to fit the visitor's technology. A mobile first responsive design website is constructed primarily with mobile technology in mind, while creating a more dynamic desktop website design to ensure equal access. Due to the exponential growth in mobile visitors to foothilltransit.org, it was determined that implementing a mobile first responsive design would make foothilltransit.org a more effective customer communications tool while positioning the agency as an innovative leader in online communications technology in the transit industry.

### **Programming**

Following the approval of the website redesign amendment, Pulsar Advertising recruited a programming partner to execute the technical backend of the redesigned website. This includes the following technical programming tasks:

- Implementation of the website into a new Content Management System (CMS)
- Multilingual capability website in the new CMS
- Google Translate integration
- New search engine
- Integration with new Foothill Transit blog into the CMS.
- Aggregation of syndication feeds
- Integration of electronic transit alerts from old custom backend CMS
- Integration of real-time bus information (NextBus)
- Easy-to-use integration of photo galleries and video content

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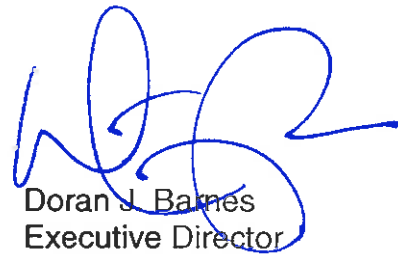
### Budget Impact

The programming of foothilltransit.org will cost \$82,858 and includes the construction of major technology upgrades to both the external user interface – via language availability, apps, NextBus integration, and new customer communications tools – and internal backend upgrades that will eliminate obsolete content management software and install a more comprehensive customer and content management system that would streamline both content creation and customer communications. This item is budgeted in the FY 2014 Capital Budget.

Sincerely,



Felicia E. Friesema  
Director of Marketing and Communications



Doran J. Barnes  
Executive Director